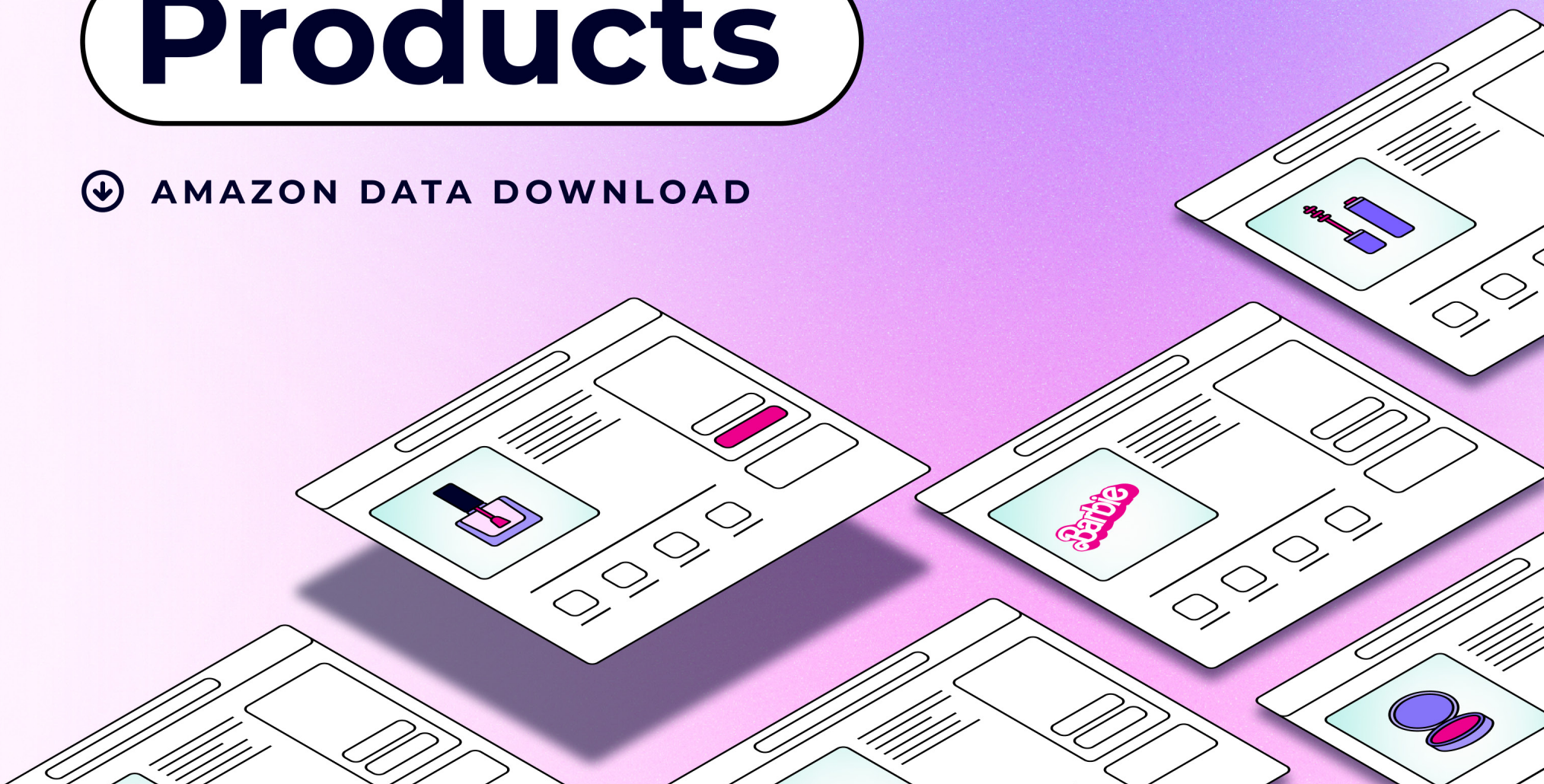


Jungle Scout **COBALT**

# Beauty Products

⬇️ AMAZON DATA DOWNLOAD





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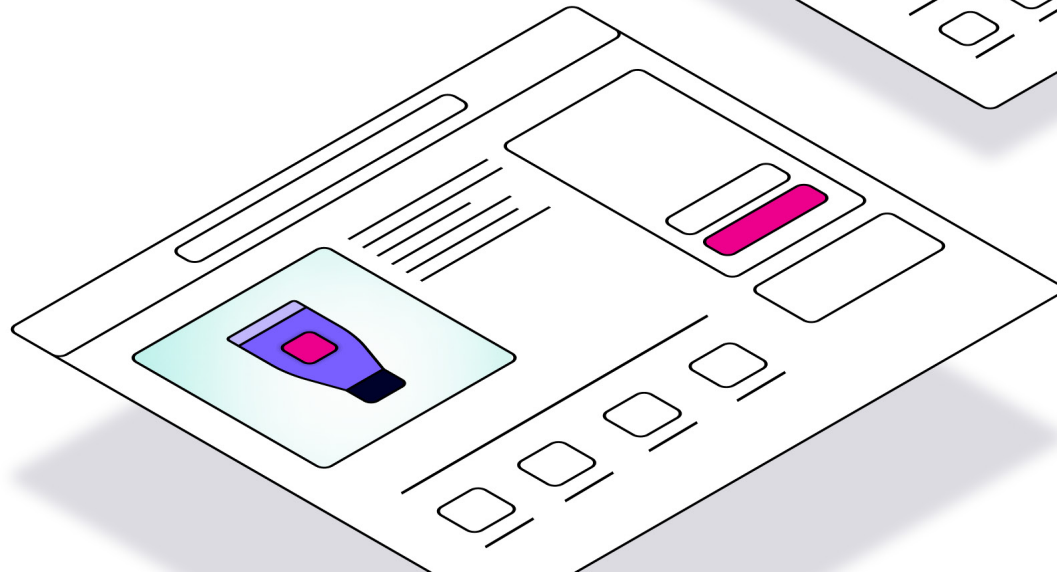
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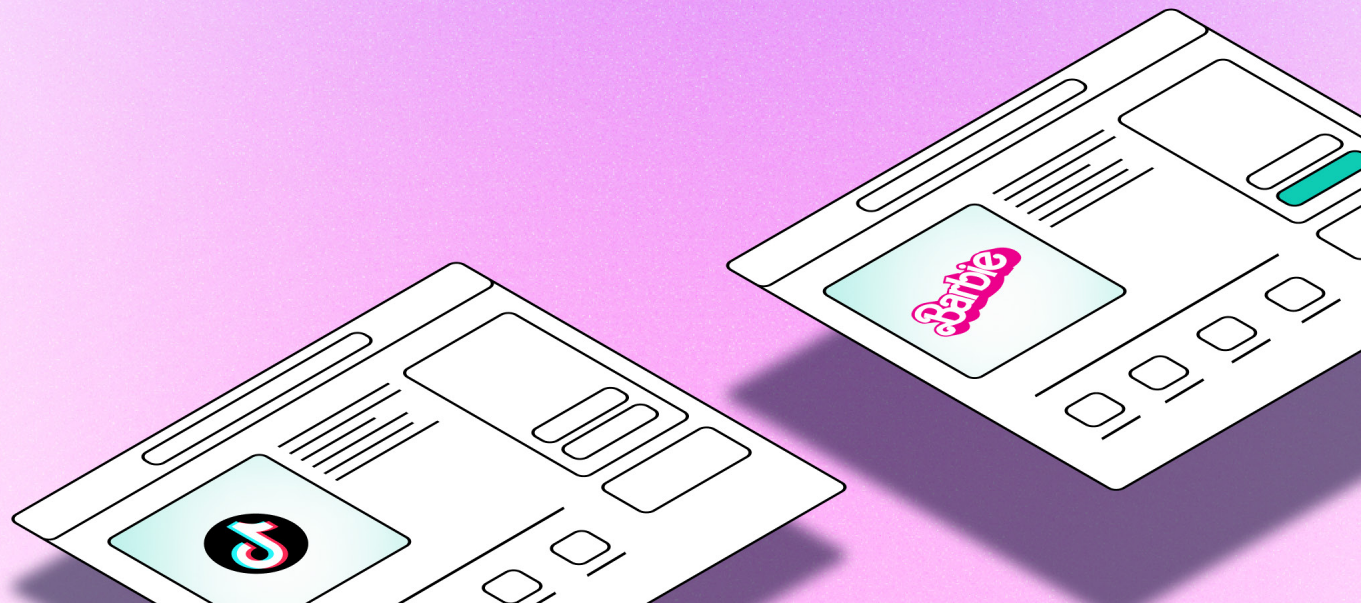
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## CHAPTER 1

# Trends & Influences in the Beauty Industry

This chapter explores the trends and influences that are driving [sales of beauty products](#), from social media and celebrity CEOs to Barbie's incredible comeback.

- Social media and the beauty industry
- Celebrity-backed beauty brands
- Barbie fever in the beauty market




## Sphere of Influence: The Impact of Social Media

Social media is a powerful force in the beauty industry, with multiple platforms overflowing with content about makeup, skincare, hair products, and more.

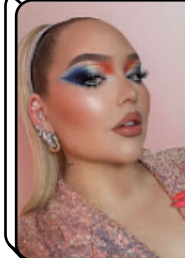
### Popular Beauty Influencers

Beauty influencers abound, spreading the word about their favorite products to audiences well into the millions.



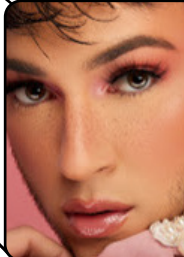
**Jackie Aina**

- 3.54 million** YouTube subscribers
- 2.7 million** TikTok followers
- 2 million** Instagram followers



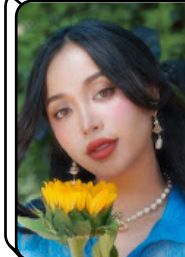
**Nikkie de Jager** (NikkieTutorials)

- 14.3 million** YouTube subscribers
- 7.9 million** TikTok followers
- 19 million** Instagram followers




**Manny Gutierrez** (MannyMua)

- 4.85 million** YouTube subscribers
- 1.7 million** TikTok followers
- 4.1 million** Instagram followers



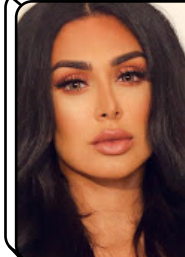
**Michelle Phan**

- 8.69 million** YouTube subscribers
- 400,000** TikTok followers
- 1.8 million** Instagram followers



**Safiya Nygaard** (YouTube)

- 9.85 million** YouTube subscribers
- 2 million** TikTok followers
- 2 million** Instagram followers



**Huda Kattan**

- 4.13 million** YouTube subscribers
- 8.7 million** TikTok followers
- 2.8 million** Instagram followers

→ [See more data on social media's influence on Amazon beauty product sales.](#)

## Star Power:

## Celebrity-Backed Beauty Brands


Celebrities have long had a substantial influence on the beauty industry, fueling sales by lending their star power to campaigns for major brands like MAC, Covergirl, and more. In the last few years, however, many famous faces are launching their own beauty brands – here's how some are performing on Amazon.



**Florence by Mills**  
(Millie Bobby Brown)

Amazon revenue  
**up 96% year-over-year**

Amazon sales  
**up 147% year-over-year**



**Honest Beauty**  
(Jessica Alba)

Amazon revenue  
**up 62% year-over-year**

Amazon sales  
**up 33% year-over-year**



**Pattern**  
(Tracee Ellis Ross)

Amazon revenue  
**up 394% year-over-year**

Amazon sales  
**up 457% year-over-year**



**JLo Beauty**  
(Jennifer Lopez)

Amazon revenue  
**up 117% year-over-year**

Amazon sales  
**up 129% year-over-year**



Macro and micro-influencers alike are following in J-Lo and Jessica Alba's footsteps by launching their own beauty brands on Amazon.

**“My preferred platform for product reviews is Instagram as that's where I see the most engagement, but TikTok is more of a casual platform where not everything needs to be aesthetically pleasing, and it's easier to post multiple times a day. My product review journey led me to create my skincare line, Monopoli Skin. My advice to influencers who want to launch their own product line is to figure out how your products will be different than others on the market and make sure it genuinely resonates with your audience that has been with you because of the trust and relationship you've built. When introducing them to your product, it should feel like a natural extension of your story and the content they love.”**



**ALEXANDRA MONOPOLI**  
Micro-influencer and founder of Monopoli Skin



Instagram: @Modern.Monopoli & @Monopoli.Skin




TikTok: @Modern.Monopoli



[Get more data on celebrity beauty brands on Amazon.](#)

# Barbiecore: Barbie Fever in the Beauty Market

This summer, Barbie hit the big screen to rave reception from audiences. In late August, Barbie officially became the highest-grossing movie of 2023, raking in nearly \$600 million in the United States and over \$1 billion internationally. It also cracked the top 20 highest-grossing films of all time, taking 14th place behind Frozen 2. The build-up to the movie’s release sparked a cultural phenomenon, and as a result, sales of Barbie-branded products have exploded. In addition to toys, apparel, and more, Barbie beauty merch has been flying off of Amazon’s digital shelves.

 Revenue for Barbie-themed beauty products is **up 118%** year-over-year on Amazon, and sales are **up 114%**.

## Leading brands for Barbie beauty products



## Top-selling Barbie beauty products



**Barbie Pink Tangle Teezer brush**  
Revenue **up 560%** in last 6 months



**Daisy DND Barbie Pink nail polish set**  
Revenue **up 414%** in last 6 months



**Luv Her Barbie hair accessory set**  
Revenue **up 1,253%** in last 6 months



**Goody x Barbie hair ties**  
Revenue **up 9,283%** in last 6 months

 [Explore more data on Barbie product sales on Amazon.](#)

## Amazon search trends

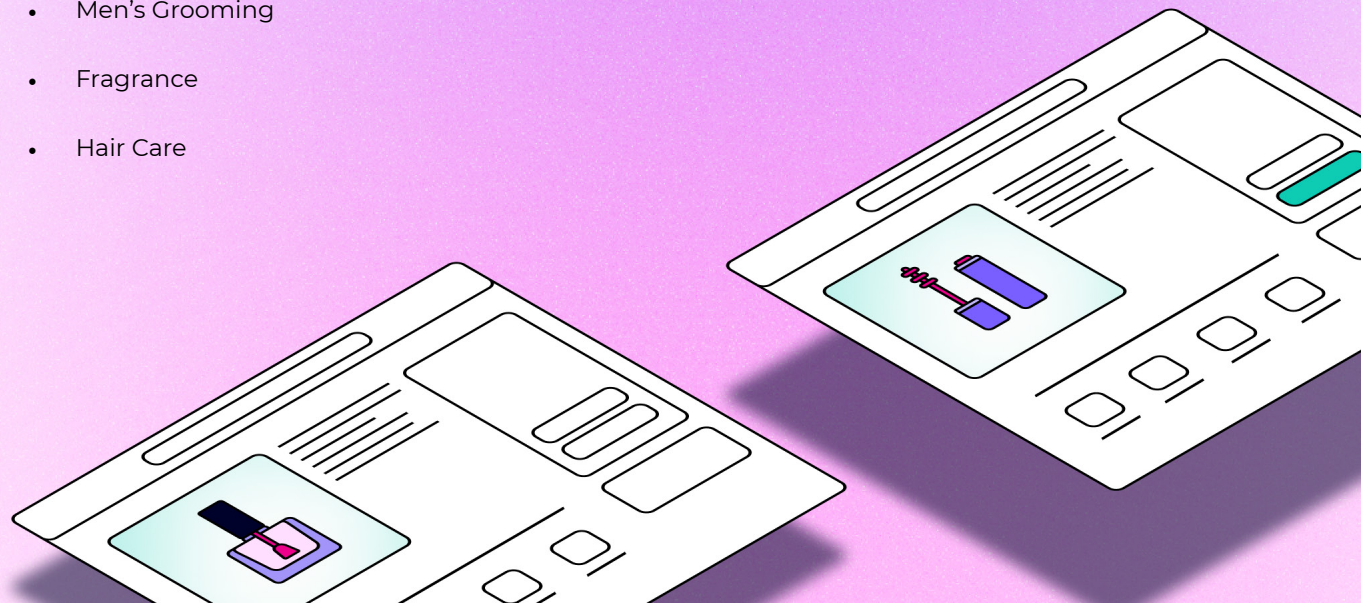
Keyword	90-Day Trend
Barbie accessories for women	Up 4,189%
Barbie nail polish	Up 3,155%
Barbie makeup for women	Up 1,991%
Barbie hair accessories	Up 1,856%
Barbie bow	Up 1,123%
Barbie toothbrush	Up 935%
Barbie makeup	Up 747%
Barbie hair clips	Up 491%
Barbie brush	Up 348%
Barbie bubble bath	Up 327%

## CHAPTER 2

# Amazon Data Download: Beauty Products

This chapter explores sales, revenue, leading brands, and keyword trends for the following products on Amazon:


- Skin Care
- Nails & Nail Polish
- Foundation & Concealer
- Lipsticks, Liners, Glosses & Stains
- Mascara, Lashes & Brows
- Blush, Contour & Highlighters
- Anti-Aging Products
- Men's Grooming
- Fragrance
- Hair Care



# Skin Care

## At a Glance

Overall Unit Sales <b>+39% YoY</b>	Overall Revenue <b>+49% YoY</b>	Avg. Product Price <b>\$23</b> (+1% YoY)
---------------------------------------	------------------------------------	---

 Skincare routine videos have over **17 billion views** on TikTok

 There are **113 million** Instagram posts with #skincare

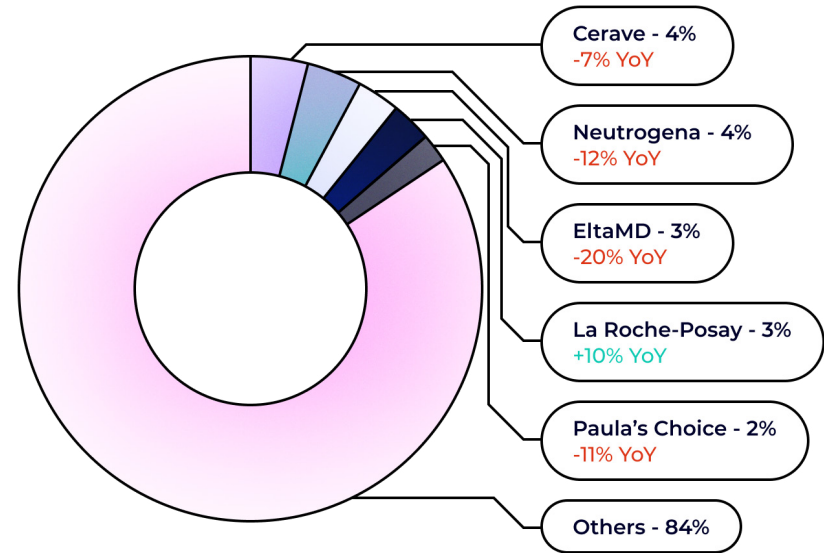
## Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Skin care	8,222,343	112.07%
Face mask skin care	3,865,988	25.99%
Korean skin care	3,504,217	180.59%
Skin care products	2,130,495	216.79%
Ordinary skin care products	1,491,527	71.09%

\*Note: Search volume data reflects search volume for 2023 year-to-date

## Top 5 Brands by Market Share



\*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share

## Top 5 Products by Revenue

	<b>1. EltaMD UV Clear Face Sunscreen</b>		<b>4. COSRX Snail Mucin Repairing Essence</b>
	<b>2. TruSkin Vitamin C Serum</b>		<b>5. Sol de Janeiro Brazilian Bum Bum Cream</b>
	<b>3. Paula's Choice Skin Perfecting Exfoliant</b>		



# Skin Care Brands Spotlight

The Ordinary.

YOUTH TO THE PEOPLE™


dermalogica

URIAGE


BIOSSANCE™.

**Brand Stats:**

 Over **1B views** on TikTok

 **2M followers** on Instagram


 Over **2M monthly views** on Pinterest


 Amazon Revenue: Up **63% YoY**


 Units Sold on Amazon: Up **60% YoY**

**Brand Stats:**

 Over **16M views** on TikTok

 **542K followers** on Instagram


 Over **186K monthly views** on Pinterest


 Amazon Revenue: Up **75% YoY**


 Units Sold on Amazon: Up **86% YoY**

**Brand Stats:**

 Over **48M views** on TikTok

 **656K followers** on Instagram

 Over **153K monthly views** on Pinterest


 Amazon Revenue: Up **45% YoY**

 Units Sold on Amazon: Up **34% YoY**

**Brand Stats:**

 Over **120M views** on TikTok


 **2K followers** on Instagram


 Amazon Revenue: Up **54% YoY**

 Units Sold on Amazon: Up **51% YoY**

**Brand Stats:**

 Over **50M views** on TikTok

 **544K followers** on Instagram

 Over **474K monthly views** on Pinterest

 Amazon Revenue: Up **48% YoY**

 Units Sold on Amazon: Up **44% YoY**

# Nails & Nail Polish

## At a Glance

Overall Unit Sales <b>+101% YoY</b>	Overall Revenue <b>+108% YoY</b>	Avg. Product Price <b>\$13</b> (+3% YoY)
--	-------------------------------------	---

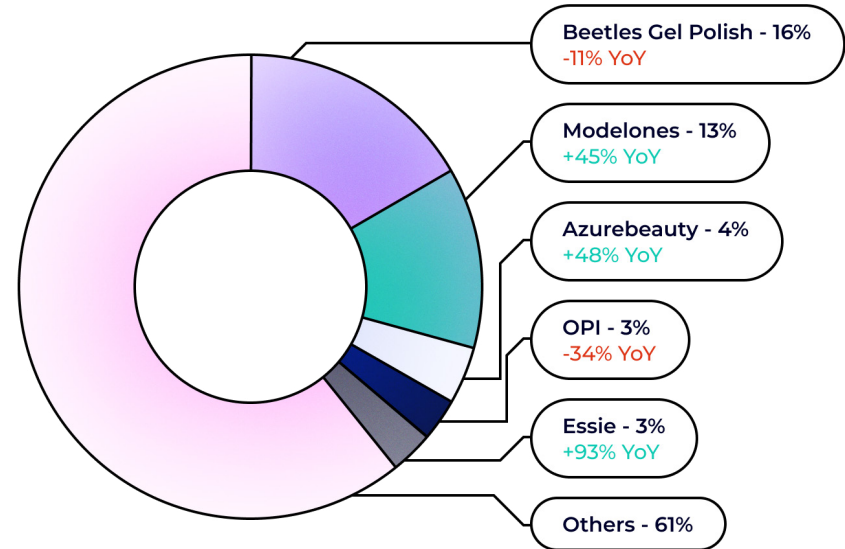
## Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Press on nails	20,099,298	29.68%
Nails	5,757,994	61.84%
Fake nails	5,551,056	5.19%
Press on nails short	3,373,110	55.53%
UV light for nails	3,263,596	25.91%

\*Note: Search volume data reflects search volume for 2023 year-to-date

## Top 5 Brands by Market Share



\*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share

## Top 5 Products by Revenue

- 
**1. JODSONE 55 Color Gel Polish Kit**
- 
**2. Pronto Pure Acetone Nail Polish Remover**
- 
**3. Hard as Hoof Nail Strengthening Cream**
- 
**4. Beetles Gel Polish Starter Kit**
- 
**5. SNS Nails Dip Powder Kit**

# Nail Brands Spotlight

O·P·I

Sally Hansen

  
STATIC NAILS

  
Beetles<sup>®</sup>  
GEL POLISH

wet n wild

**Brand Stats:**

---

Over **75M views** on TikTok

---

**2M followers** on Instagram

---

Over **10M monthly views** on Pinterest

---

Amazon Revenue: Up **44% YoY**

---

Units Sold on Amazon: Up **40% YoY**

**Brand Stats:**

---

Over **6M views** on TikTok

---

**406K followers** on Instagram

---

Over **10K monthly views** on Pinterest

---

Amazon Revenue: Up **22% YoY**

---

Units Sold on Amazon: Up **21% YoY**

**Brand Stats:**

---

Over **9M views** on TikTok

---

**253K followers** on Instagram

---

Over **5M monthly views** on Pinterest

---

Amazon Revenue: Up **3,498% YoY**

---

Units Sold on Amazon: Up **3,471% YoY**

**Brand Stats:**

---

Over **138M views** on TikTok

---

**163K followers** on Instagram

---

Over **1M monthly views** on Pinterest

---

Amazon Revenue: Up **95% YoY**

---

Units Sold on Amazon: Up **95% YoY**

**Brand Stats:**

---

Over **203M views** on TikTok

---

**3.3M followers** on Instagram

---

Over **254K monthly views** on Pinterest

---

Amazon Revenue: Up **143% YoY**

---

Units Sold on Amazon: Up **142% YoY**

# Foundation & Concealer

## At a Glance

Overall Unit Sales <b>+36% YoY</b>	Overall Revenue <b>+53% YoY</b>	Avg. Product Price <b>\$21</b> (-4% YoY)
---------------------------------------	------------------------------------	---

 Makeup review videos have **6 billion views** on TikTok

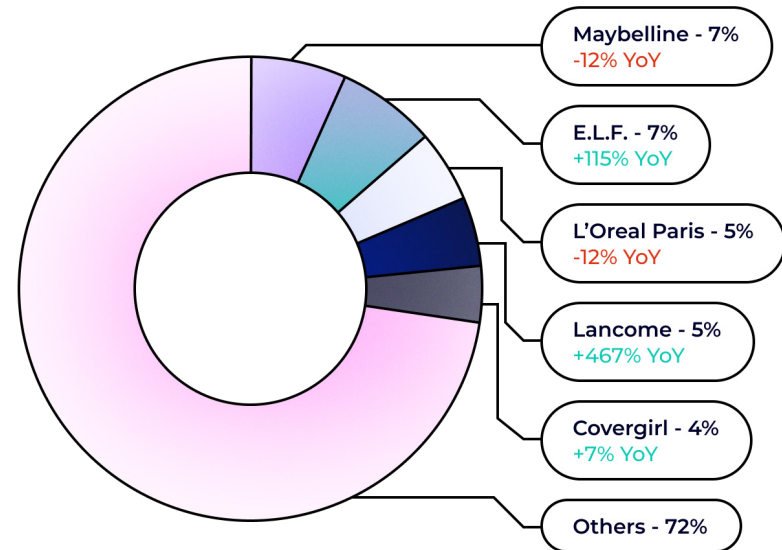
## Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Foundation	3,752,258	17.93%
Foundation makeup	2,224,336	27.83%
Foundation brush	2,223,726	6.22%
Maybelline foundation	1,507,017	54.42%
Il Makiage foundation	901,529	43.87%



\*Note: Search volume data reflects search volume for 2023 year-to-date

## Top 5 Brands by Market Share



\*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share

## Top 5 Products by Revenue

	<b>1. Laura Gellar New York Powder Foundation</b>		<b>4. Ilia Super Serum Skin Tint</b>
	<b>2. Milani Dewy Finish Setting Spray</b>		<b>5. Maybelline New York Multi-Use Concealer</b>
	<b>3. E.L.F. Hydrating Camo Concealer</b>		

# Foundation Brands Spotlight

MAYBELLINE  
NEW YORK

BEAUTYCOUNTER®

BLACK RADIANCE®  
love your shade of beauty

ESTÉE LAUDER

L'ORÉAL  
PARIS

**Brand Stats:**

Over **49M** views on TikTok

**12M** followers on Instagram

Over **10M** monthly views on Pinterest

Amazon Revenue: Up **28% YoY**

Units Sold on Amazon: Up **8% YoY**

**Brand Stats:**

Over **19M** views on TikTok

**502K** followers on Instagram

Over **1M** monthly views on Pinterest

Amazon Revenue: Up **50% YoY**

Units Sold on Amazon: Up **61% YoY**

**Brand Stats:**

Over **56M** views on TikTok

**172K** followers on Instagram

Over **435K** monthly views on Pinterest

Amazon Revenue: Up **54% YoY**

Units Sold on Amazon: Up **54% YoY**

**Brand Stats:**

Over **980M** views on TikTok

**4.5M** followers on Instagram

Over **1M** monthly views on Pinterest

Amazon Revenue: Up **43% YoY**

Units Sold on Amazon: Up **58% YoY**

**Brand Stats:**

Over **760M** views on TikTok

**10.5M** followers on Instagram

Over **10M** monthly views on Pinterest

Amazon Revenue: Up **49% YoY**

Units Sold on Amazon: Up **28% YoY**

# Lipsticks, Liners, Glosses & Stains

## At a Glance

Overall Unit Sales <b>+61% YoY</b>	Overall Revenue <b>+65% YoY</b>	Avg. Product Price <b>\$12</b> (+3% YoY)
---------------------------------------	------------------------------------	---

 Makeup trends videos have **4 billion views** on TikTok

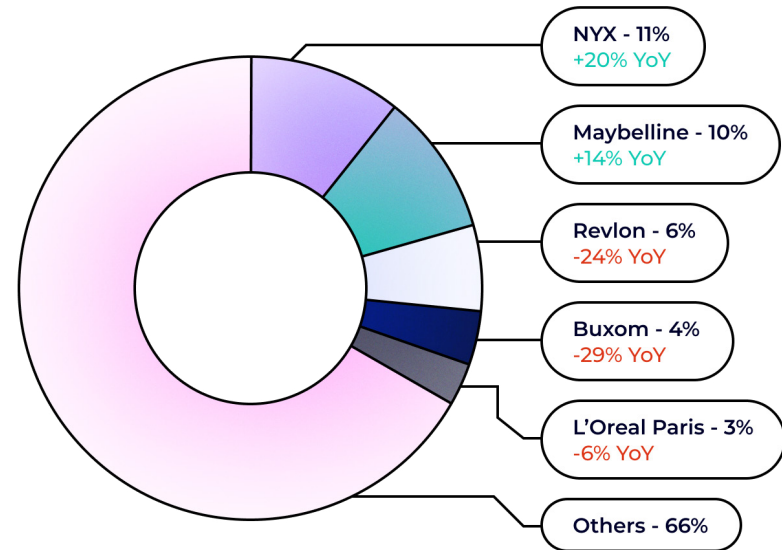
## Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Lip gloss	10,464,747	101.20%
Lip oil	5,736,341	465.40%
Lip balm	5,323,180	35.33%
Lip plumper	3,592,056	6.54%
Lip liner	3,509,653	45.89%

\*Note: Search volume data reflects search volume for 2023 year-to-date

## Top 5 Brands by Market Share



\*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share

## Top 5 Products by Revenue

- |   |                                   |   |                         |
|---|-----------------------------------|---|-------------------------|
|  | 1. NYX Slim Lip Pencil            |  | 4. NOONI Lip Oil Set    |
|  | 2. City Beauty Plumping Lip Gloss |  | 5. NYX Fat Oil Lip Drip |
|  | 3. Wonderskin Lip Stain Kit       |   |                         |

# Lipstick Brands Spotlight

## DIOR

## NYX

PROFESSIONAL MAKEUP

## COVERGIRL

## CLINIQUE

## BUXOM

**Brand Stats:**

---

Over **47M** views on TikTok

---

**45M** followers on Instagram

---

Over **10M** monthly views on Pinterest

---

Amazon Revenue: Up **54% YoY**

---

Units Sold on Amazon: Up **72% YoY**

**Brand Stats:**

---

Over **874M** views on TikTok

---

**14M** followers on Instagram

---

Over **10M** monthly views on Pinterest

---

Amazon Revenue: Up **55% YoY**

---

Units Sold on Amazon: Up **30% YoY**

**Brand Stats:**

---

Over **788M** views on TikTok

---

**3M** followers on Instagram

---

Over **10M** monthly views on Pinterest

---

Amazon Revenue: Up **44% YoY**

---

Units Sold on Amazon: Up **16% YoY**

**Brand Stats:**

---

Over **1B** views on TikTok

---

**4M** followers on Instagram

---

Over **5.3M** monthly views on Pinterest

---

Amazon Revenue: Up **33% YoY**

---

Units Sold on Amazon: Up **36% YoY**

**Brand Stats:**

---

Over **18M** views on TikTok

---

**727k** followers on Instagram

---

Over **175K** monthly views on Pinterest

---

Amazon Revenue: Up **29% YoY**

---

Units Sold on Amazon: Up **12% YoY**

# Mascara, Lashes & Brows

## At a Glance

Overall Unit Sales <b>+29% YoY</b>	Overall Revenue <b>+45% YoY</b>	Avg. Product Price <b>\$14</b> (-1% YoY)
---------------------------------------	------------------------------------	---

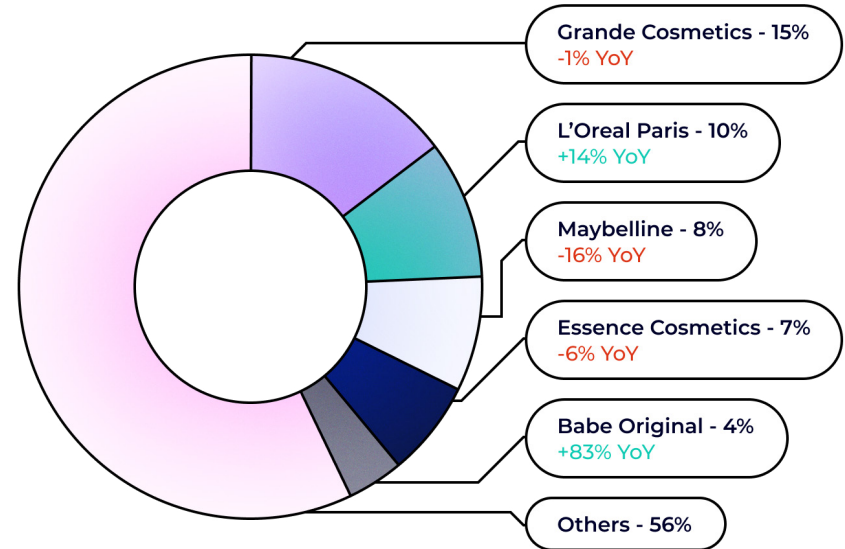
## Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Eyelashes	10,229,102	1.18%
Mascara	10,028,561	11.27%
Eyelash curlers	3,672,943	134.98%
Heated eyelash curlers	3,586,896	492.37%
Mascara black volume and length	2,669,807	84.17%





\*Note: Search volume data reflects search volume for 2023 year-to-date

## Top 5 Brands by Market Share



\*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share

## Top 5 Products by Revenue

-  1. Grande Cosmetics Lash Enhancing Serum
-  2. RevitaLash Advanced Eyelash Conditioner
-  3. Babe Original Eyelash Growth Serum
-  4. Essence Lash Princess Mascara
-  5. Maybelline New York Lash Primer



# Mascara & Lashes Brands Spotlight



**Brand Stats:**

---

Over **2B views** on TikTok

---

**3M followers** on Instagram

---

Over **589K monthly views** on Pinterest

---

Amazon Revenue: Up **63% YoY**

---

Units Sold on Amazon: Up **39% YoY**

**Brand Stats:**

---

Over **2B views** on TikTok

---

**6M followers** on Instagram

---

Over **10M monthly views** on Pinterest

---

Amazon Revenue: Up **212% YoY**

---

Units Sold on Amazon: Up **187% YoY**

**Brand Stats:**

---

Over **987M views** on TikTok

---

**19M followers** on Instagram

---

Over **1M monthly views** on Pinterest

---

Amazon Revenue: Up **41% YoY**

---

Units Sold on Amazon: Up **38% YoY**

**Brand Stats:**

---

Over **475M views** on TikTok

---

**1M followers** on Instagram

---

Over **549K monthly views** on Pinterest

---

Amazon Revenue: Up **68% YoY**

---

Units Sold on Amazon: Up **71% YoY**

**Brand Stats:**

---

Over **34M views** on TikTok

---

**92k followers** on Instagram

---

Over **73K monthly views** on Pinterest

---

Amazon Revenue: Up **117% YoY**


---

Units Sold on Amazon: Up **118% YoY**

# Blush, Contour & Highlighters

## At a Glance

Overall Unit Sales <b>+102% YoY</b>	Overall Revenue <b>+121% YoY</b>	Avg. Product Price <b>\$13</b> (+6% YoY)
--	-------------------------------------	---

 There are nearly **5 million** Instagram posts with #beautyproducts

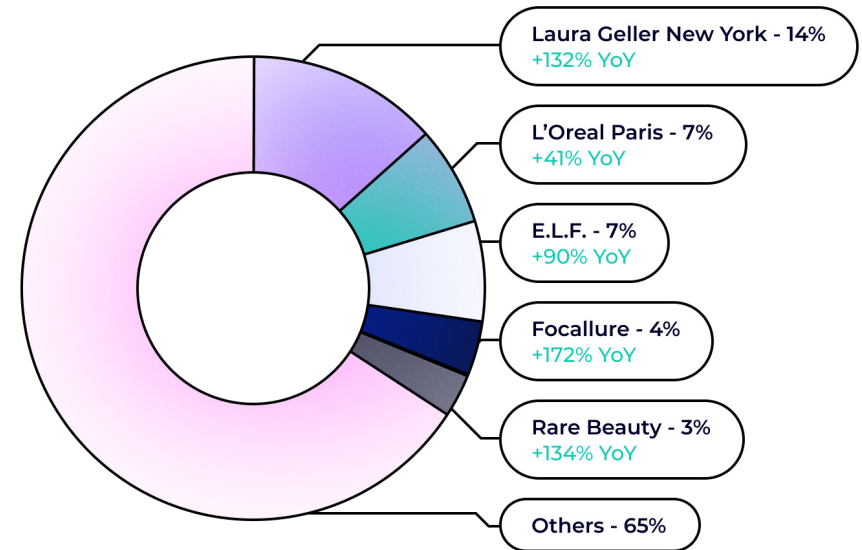
## Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Blush	5,495,529	113.57%
Highlighter makeup	3,745,923	63.98%
Liquid blush	2,608,926	216.26%
Rare beauty blush	1,806,709	1168.52%
Cream blush	1,333,481	55.65%

\*Note: Search volume data reflects search volume for 2023 year-to-date

## Top 5 Brands by Market Share



\*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share

## Top 5 Products by Revenue

	<b>1. L'Oreal Paris Highlighter Skin Tint</b>		<b>4. Rare Beauty Soft Pinch Liquid Blush</b>
	<b>2. E.L.F. Monochromatic Multi Stick</b>		<b>5. Ogee Sculpted Face Stick</b>
	<b>3. BOOM! Lip &amp; Cheek Tint</b>		

# Blushes & Highlighters Brands Spotlight

LAURA  
GELLER

OGEE


MILANI

PHYSICIANS  
FORMULA


NARS

**Brand Stats:**


---

 Over **21M** views on TikTok

---

 **433K** followers on Instagram

---

 Over **5M** monthly views on Pinterest

---


Amazon Revenue: Up **273% YoY**

---


Units Sold on Amazon: Up **279% YoY**

**Brand Stats:**


---

 Over **16M** views on TikTok

---

 **163K** followers on Instagram

---

 Over **96K** monthly views on Pinterest

---


Amazon Revenue: Up **224% YoY**

---


Units Sold on Amazon: Up **173% YoY**

**Brand Stats:**


---

 Over **406M** views on TikTok

---

 **4M** followers on Instagram

---

 Over **123K** monthly views on Pinterest

---


Amazon Revenue: Up **44% YoY**

---


Units Sold on Amazon: Up **41% YoY**

**Brand Stats:**


---

 Over **9M** views on TikTok

---

 **839K** followers on Instagram

---

 Over **108K** monthly views on Pinterest

---


Amazon Revenue: Up **54% YoY**

---


Units Sold on Amazon: Up **45% YoY**

**Brand Stats:**


---

 Over **150M** views on TikTok

---

 **9.5M** followers on Instagram

---

 Over **10M** monthly views on Pinterest

---

Amazon Revenue: Up **53% YoY**

---

Units Sold on Amazon: Up **47% YoY**

# Anti-Aging Products

## At a Glance

Overall Unit Sales <b>+40% YoY</b>	Overall Revenue <b>+47% YoY</b>	Avg. Product Price <b>\$21</b> (-2% YoY)
---------------------------------------	------------------------------------	---

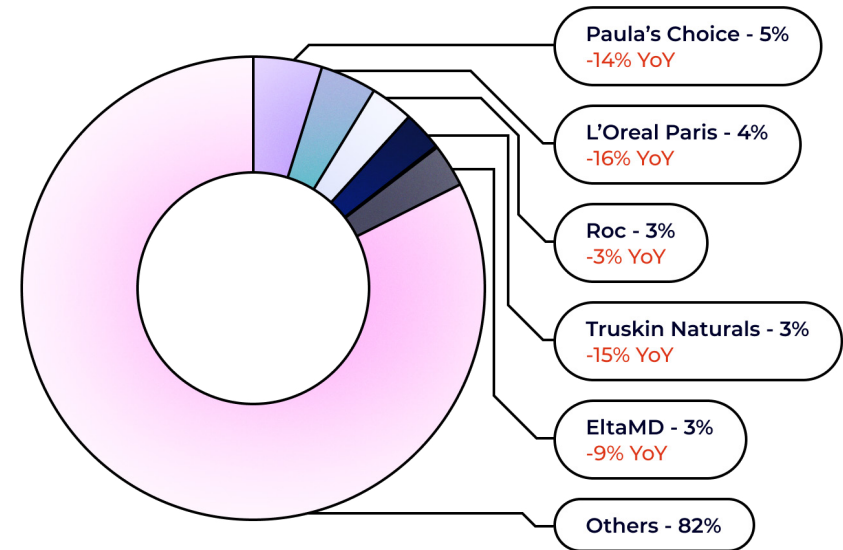
## Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Eye cream anti aging	371,660	38.60%
Anti aging serum	174,179	4.34%
Night cream for women anti aging	147,946	49.69%
Anti aging	140,294	31.47%
Anti aging face cream	83,808	1208.68%

\*Note: Search volume data reflects search volume for 2023 year-to-date

## Top 5 Brands by Market Share



\*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share

## Top 5 Products by Revenue



# Anti-Aging Brands Spotlight

## Neutrogena



## PAULA'S CHOICE SKINCARE



## SK-II

**Brand Stats:**

---

Over **4B views** on TikTok

---

**961K followers** on Instagram

---

Over **361K monthly views** on Pinterest

---

Amazon Revenue: Up **33% YoY**

---

Units Sold on Amazon: Up **20% YoY**

**Brand Stats:**

---

Over **270M views** on TikTok

---

**3.5M followers** on Instagram

---

Over **8M monthly views** on Pinterest

---

Amazon Revenue: Up **70% YoY**

---

Units Sold on Amazon: Up **55% YoY**

**Brand Stats:**

---

Over **755M views** on TikTok

---

**693K followers** on Instagram

---

Over **4M monthly views** on Pinterest

---

Amazon Revenue: Up **35% YoY**

---

Units Sold on Amazon: Up **34% YoY**

**Brand Stats:**

---

Over **1B views** on TikTok

---

**1M followers** on Instagram

---

Over **10M monthly views** on Pinterest

---

Amazon Revenue: Up **21% YoY**

---

Units Sold on Amazon: Up **23% YoY**

**Brand Stats:**

---

Over **43M views** on TikTok

---

**351K followers** on Instagram

---

Over **54K monthly views** on Pinterest

---

Amazon Revenue: Up **15% YoY**


---

Units Sold on Amazon: Up **26% YoY**

# Men's Grooming

## At a Glance

Overall Unit Sales <b>+34% YoY</b>	Overall Revenue <b>+41% YoY</b>	Avg. Product Price <b>\$22</b> (-<1% YoY)
---------------------------------------	------------------------------------	--

 Videos about grooming tips for men have **219 million views** on TikTok

 There are over **3 million** Instagram posts with #mensgrooming

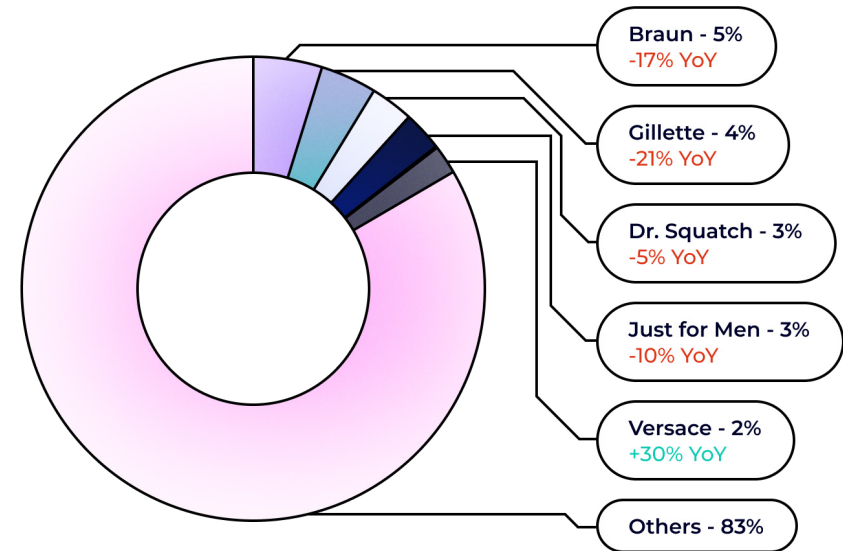
## Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Beard trimmer for men	4,505,354	4.01%
Minoxidil for men	3,765,490	152.27%
Mens cologne	3,480,322	14.79%
Razors for men	3,204,230	18.65%
Electric razor for men	2,996,690	5.82%

\*Note: Search volume data reflects search volume for 2023 year-to-date

## Top 5 Brands by Market Share



\*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share

## Top 5 Products by Revenue

- |   |  |   |   |
|---|--|---|---|
|  | <b>1. Braun Series 9 Pro Electric Razor</b>                  |  | <b>4. Skull Shaver Pitbull Gold Pro Razor</b> |
|  | <b>2. Nautica Voyage &amp; Blue Sail Eau De Toilette Set</b> |  | <b>5. Zorami Ear and Nose Hair Trimmer</b>    |
|  | <b>3. Pura D'Or Anti-Thinning Shampoo &amp; Conditioner</b>  |   |   |

# Men's Grooming Brands Spotlight



**Brand Stats:**

---

Over **73M views** on TikTok

---

**33K followers** on Instagram

---

Over **25K monthly views** on Pinterest

---

Amazon Revenue: Up **16% YoY**

---

Units Sold on Amazon: Up **18% YoY**

**Brand Stats:**

---

Over **1M views** on TikTok

---

**533K followers** on Instagram

---

Over **10M monthly views** on Pinterest

---

Amazon Revenue: Up **48% YoY**

---

Units Sold on Amazon: Up **30% YoY**

**Brand Stats:**

---

Over **915M views** on TikTok

---

**12K followers** on Instagram

---

Over **155K monthly views** on Pinterest

---

Amazon Revenue: Up **25% YoY**

---

Units Sold on Amazon: Up **15% YoY**

**Brand Stats:**

---

Over **98M views** on TikTok

---

**797K followers** on Instagram

---

Over **19K monthly views** on Pinterest

---

Amazon Revenue: Up **40% YoY**

---

Units Sold on Amazon: Up **14% YoY**

**Brand Stats:**

---

Over **12M views** on TikTok

---

**30K followers** on Instagram

---

Amazon Revenue: Up **19% YoY**

---

Units Sold on Amazon: Up **26% YoY**

# Fragrance

## At a Glance

Overall Unit Sales <b>+74% YoY</b>	Overall Revenue <b>+86% YoY</b>	Avg. Product Price <b>\$39</b> (+27% YoY)
---------------------------------------	------------------------------------	--

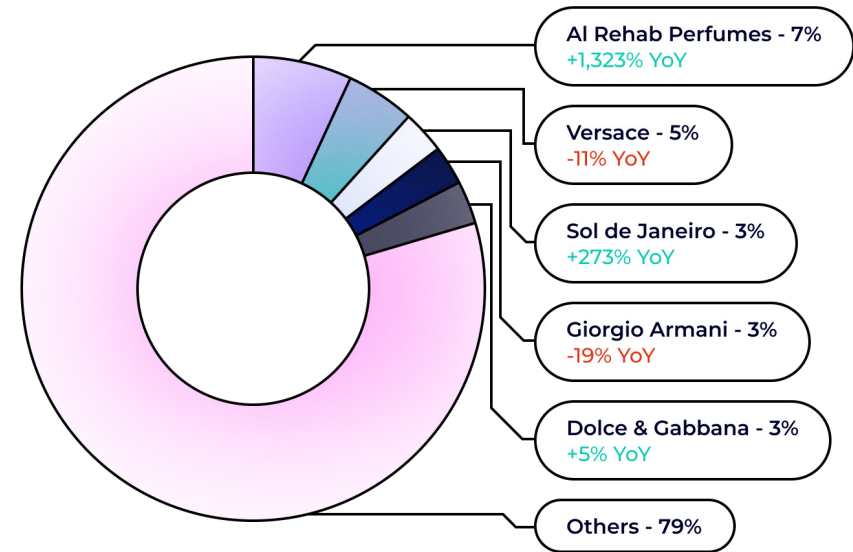
## Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Perfumes for women	7,252,093	42.57%
Perfume	4,813,455	118.25%
Mens cologne	3,480,322	14.79%
Cologne for men	2,914,677	8.50%
Victoria Secret perfume	2,657,189	81.22%

\*Note: Search volume data reflects search volume for 2023 year-to-date

## Top 5 Brands by Market Share



\*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share

## Top 5 Products by Revenue

-  1. Sol de Janeiro Hair & Body Fragrance Mist
-  2. Al-Rehab Bahrain Pearl Perfume Spray
-  3. Nautica Voyage & Blue Sail Eau De Toilette Set
-  4. Lattafa Yara Perfumes
-  5. Moroccanoil Hair & Body Fragrance Mist



# Fragrance Brands Spotlight

SOL DE JANEIRO

VERSACE


CHANEL

NAUTICA


PINROSE

**Brand Stats:**


---

 Over **1B views** on TikTok

---

 **1M followers** on Instagram

---

 Over **10M monthly views** on Pinterest

---


Amazon Revenue: Up **258% YoY**

---


Units Sold on Amazon: Up **250% YoY**

**Brand Stats:**


---

 Over **8B views** on TikTok

---

 **30M followers** on Instagram

---

 Over **10M monthly views** on Pinterest

---


Amazon Revenue: Up **66% YoY**

---


Units Sold on Amazon: Up **55% YoY**

**Brand Stats:**

---

 Over **52M views** on TikTok

---

 **58M followers** on Instagram

---


Amazon Revenue: Up **91% YoY**

---


Units Sold on Amazon: Up **104% YoY**

**Brand Stats:**


---

 Over **1B views** on TikTok

---

 **622K followers** on Instagram

---

 Over **429K monthly views** on Pinterest

---


Amazon Revenue: Up **47% YoY**

---


Units Sold on Amazon: Up **31% YoY**

**Brand Stats:**


---

 Over **22M views** on TikTok

---

 **35.4K followers** on Instagram

---

 Over **85K monthly views** on Pinterest

---

Amazon Revenue: Up **48% YoY**

---

Units Sold on Amazon: Up **46% YoY**

# Hair Care

## At a Glance

Overall Unit Sales <b>+37% YoY</b>	Overall Revenue <b>+44% YoY</b>	Avg. Product Price <b>\$23</b> (+5% YoY)
---------------------------------------	------------------------------------	---

- TikTok posts using #haircare have over **26 billion views** on TikTok
- Videos about hair care secrets have over **210 million views** on TikTok
- There are **19 million** Instagram posts with #haircare

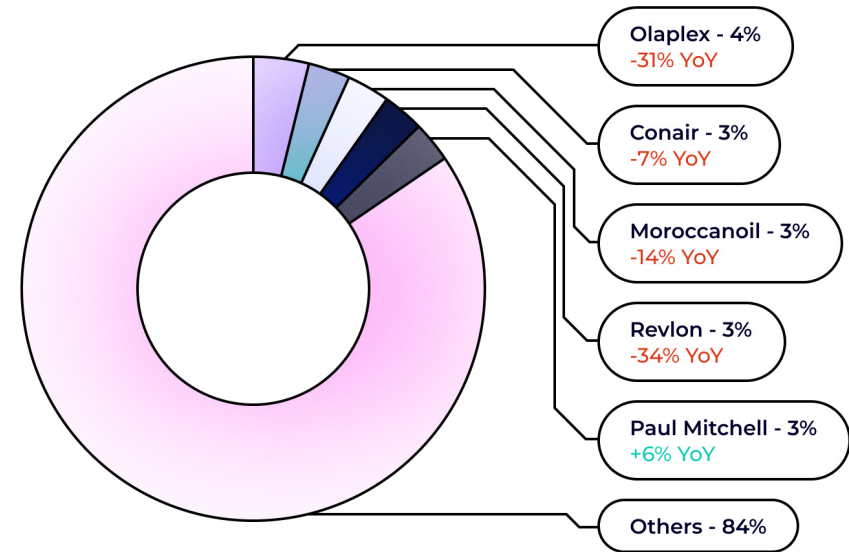
## Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Hair clips	16,131,174	16.40%
Hair dryer	10,801,601	10.80%
Shampoo and conditioner set	7,799,944	31.21%
Shampoo	7,349,551	11.54%
Dry shampoo	6,199,593	16.84%

\*Note: Search volume data reflects search volume for 2023 year-to-date

## Top 5 Brands by Market Share



\*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share

## Top 5 Products by Revenue

1. Olaplex No. 5 Bond Maintenance Conditioner
2. Shark FlexStyle Multi-Styler
3. Revlon Volumizer Hot Air Brush
4. Color Wow Dream Coat Spray
5. Nizoral Anti-Dandruff Shampoo Bundle

# Hair Care Brands Spotlight

PAUL MITCHELL

EVOLV

PRAVANA

ILES FORMULA  
HAIRCARE

my black  
IS BEAUTIFUL

**Brand Stats:**

---

Over **75M** views on TikTok

---

**365K** followers on Instagram

---

Over **84K** monthly views on Pinterest

---

Amazon Revenue: Up **46% YoY**

---

Units Sold on Amazon: Up **30% YoY**

**Brand Stats:**

---

Over **417M** views on TikTok

---

**28K** followers on Instagram

---

Over **44K** monthly views on Pinterest

---

Amazon Revenue: Up **51% YoY**

---

Units Sold on Amazon: Up **55% YoY**

**Brand Stats:**

---

Over **181M** views on TikTok

---

**968K** followers on Instagram

---

Over **104K** monthly views on Pinterest

---

Amazon Revenue: Up **31% YoY**

---

Units Sold on Amazon: Up **18% YoY**

**Brand Stats:**

---

Over **1.2M+** views on TikTok

---

**69K** followers on Instagram

---

Over **6M** monthly views on Pinterest

---

Amazon Revenue: Up **79% YoY**

---

Units Sold on Amazon: Up **47% YoY**

**Brand Stats:**

---

Over **94M** views on TikTok

---

**70K** followers on Instagram

---

Amazon Revenue: Up **30% YoY**

---

Units Sold on Amazon: Up **63% YoY**

## Chapter 3

# About the Report

## Methodology

The data included in this report was gathered using [Jungle Scout Cobalt](#), an industry-leading [market intelligence](#), product insights, and [advertising analytics](#) platform powered by nearly 2 billion Amazon data points.

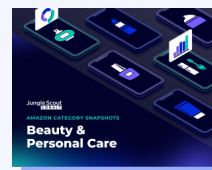
*Note: This data represents the U.S. marketplace for specified date ranges and filter parameters. Some percentages have been rounded to the nearest whole number. Year-over-year data reflects the period of September 2, 2022 - September 2, 2023, as compared to September 1, 2021 - September 1, 2022. 6-month trends data reflects the 6 months leading up to September 2, 2023. 90-day trends data reflects the 90 days leading up to September 2, 2023.*

## Using the Cobalt data

We encourage you to explore Jungle Scout Cobalt's Amazon Data Download report and to share, reference, and publish the findings with attribution to "Jungle Scout Cobalt" and a link to [this page](#).

For more information, specific data requests, media assets, or to reach the report's authors, please contact us at [press@junglescout.com](mailto:press@junglescout.com).

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REPORT

Discover which product categories generate the **highest RoAS**.

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REPORT





Find out who the **market share leaders** are for popular baby products.

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## About Jungle Scout Cobalt

Jungle Scout Cobalt empowers brands and retailers with a powerful suite of ecommerce tools designed to help drive growth, maximize sales, and optimize digital shelf performance on Amazon. Our comprehensive data analytics, built-in advertising automation, and intuitive visualizations provide straightforward answers to critical ecommerce questions, turning insights into action.

Over the past decade, Jungle Scout has gathered a wealth of industry-leading data points through continuous monitoring and analysis of Amazon, making us the foremost innovator in the industry. Our tools are trusted by household brands and retailers worldwide, providing the market intelligence they need to make confident decisions and develop effective strategies for success on Amazon.

-  Supports \$50 billion in Amazon revenue
-  Serves more than 600,000 customers worldwide
-  Raised \$110 million in growth equity in 2021
-  Monitors over 1.8 billion data points daily

[Learn more](#) about how Jungle Scout Cobalt's industry-leading Amazon market insights and advertising tools can make ecommerce easier for your team.

[Request a demo >](#)

[Explore the platform >](#)

## WAHL®

Wahl, a leading brand for razors and other products, has experienced remarkable time savings and sales growth by using Cobalt for market and keyword research. Their team saves more than **200 hours** per year on Amazon market analysis. The insights provided by Cobalt have also empowered Wahl to optimize keyword targeting strategies, leading to sales increases of as much as **80%** for the brand's products on Amazon.

**“Cobalt provides us full visibility of how our business performs on Amazon against our competition, providing the knowledge needed to execute our strategy and meet company KPIs. It is my go-to tool for market analysis and research.”**



**LAURA TAYLOR**  
National Account Coordinator, Wahl